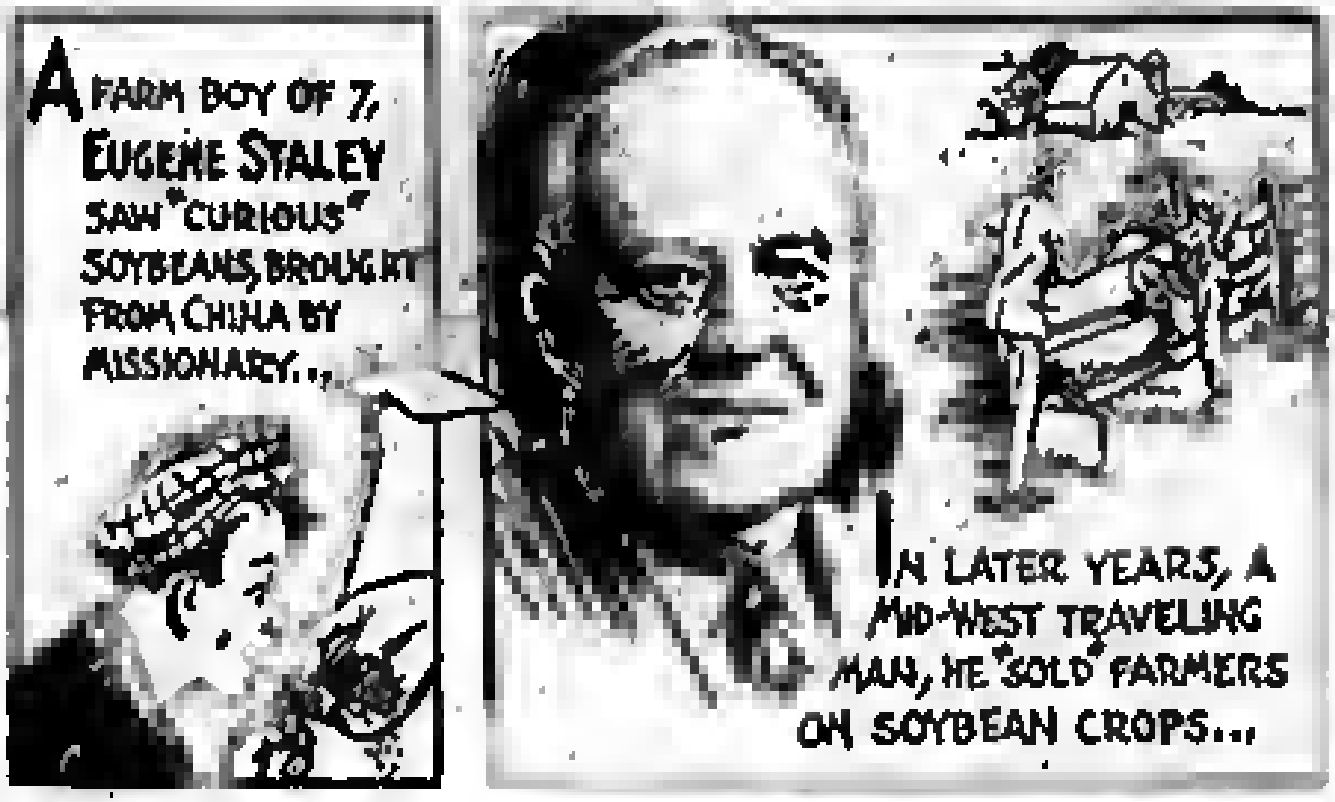
THIS IS AMERICA

By JOHN RANCK


A FARM BOY OF 7, EUGENE STALEY SAW "CURIOUS" SOYBEANS, BROUGHT FROM CHINA BY MISSIONARY...
IN LATER YEARS, A MID-WEST TRAVELING MAN, HE "SOLD" FARMERS ON SOYBEAN CROPS...
GOT IDEA FOR MILL TO UTILIZE THE BEANS THEMSELVES, STARTED OWN CRUSHING PLANT...
MANY NEW USES FOR SOYBEAN OIL WERE PIONEERED—NOW HIS SON CARRIES ON, WITH NATION'S LARGEST PLANT AT DECATUR, ILL.

THIS IS AMERICA!!

by John Ranck

MISSOURI-BORN **J. ROBERT ATKINSON** BECAME A COWBOY IN MONTANA, RODE THE RANGE UNTIL HE LOST HIS SIGHT AT 25.....

LEARNING THE BRAILLE SYSTEM, HE OBSERVED THE SCARCITY OF LITERATURE IN BRAILLE.....

BRAILLE

PHILANTHROPIC FRIENDS HELPING, HE FOUNDED THE BRAILLE INSTITUTE OF AMERICA TO PUBLISH BOOKS AND MAGAZINES FOR THE BLIND.....

BRAILLE TYPEWRITER

TODAY THE NON-PROFIT INSTITUTE HAS DEPARTMENTS OF SOCIAL WELFARE, HOME TEACHING, BUSINESS GUIDANCE, PRINTING, DEVELOPS APPLIANCES FOR THE BLIND — REDOUNDS TO THE BENEFIT OF THE BLIND OF THE ENGLISH-SPEAKING WORLD.

SEEING THE NEEDS OF OTHERS, ATKINSON CREATED A CAREER FOR HIMSELF, BROUGHT JOY AND EMPLOYMENT TO HUNDREDS SIMILARLY UNFORTUNATE.

THIS IS AMERICA

by Joan Ranck

IDLING ON NEW YORK'S JONES BEACH, **ROBERT F. DE GRAFF**, 16 YEARS IN PUBLISHING, EVOLVED THE IDEA OF PRINTING GOOD BOOKS, **CHEAP**...

HIS INGENIOUS IDEA MET SKEPTICISM, OPPOSITION, BUT HE PERSEVERED...

IN 1939 HIS "**POCKET BOOKS**" APPEARED, AT **25¢**... TOOK THE COUNTRY BY STORM...

NOW HIS FIRM HAS **70,000 OUTLETS**, HAS SOLD MORE THAN **70 MILLION** COPIES, AT A PROFIT OF **½¢** A BOOK.

BUSINESS PROVIDES JOBS BY BOLD RISK-TAKING IN NEW ENTERPRISES, EXPANDING PRODUCTION.